



Superintendent
of Documents

ADMINISTRATIVE NOTES



LIBRARY PROGRAMS SERVICE

Vol. 6, No. 13

GP 3.16/3-2:6/13

September 1985

FALL DEPOSITORY LIBRARY COUNCIL MEETING

New members have been named for the Depository Library Council, and an agenda has been approved for the October 15 workshop as well as for the Council meeting October 16-18.

Named to the Council for a three-year term ending September 1988 are: Mr. Clyde W. Hordusky, Documents Specialist, Ohio State Library, Columbus, OH; Ms. Rosamond Jacob, Government Publications Librarian, St. Paul Public Library, St. Paul, MN; Ms. Margaret M. Prudden, Government Documents Librarian, Montgomery County Department of Public Libraries, Rockville, MD; and Mr. Hans L. Raum, Associate Librarian, Middlebury College, Egbert Starr Library, Middlebury, VT. A fifth member has been selected, but is awaiting final approval from her institution.

In response to questions received here, anyone wishing to attend the pre-Council meeting workshop on October 15 may do so without charge. A confirming letter should be sent as soon as possible to David H. Brown, Meeting Coordinator, c/o Library Programs Service (SL), Government Printing Office, Washington, D.C. 20401.

Those who want Government-rate accommodations (\$55 a night single; \$67 double) must contact the Bellevue Hotel directly at (202) 638-0900 and mention the Council meeting. Special problems may be referred to the hotel's Director of Sales, Debbie J. Stone (see Administrative Notes, Vol. 6, no. 11, August 1985).

The agenda for the October 15 workshop follows on page 2, and the Council meeting agenda starts on page 3.

OCTOBER 15 WORKSHOP AGENDA

8:30 - 9:00 AM	Assemble in LPS Meeting Room/Get Acquainted
9:00 - 9:30 AM	Welcome/Introduction of Division/Section Chiefs New Depository Library Council Members
9:30 - 9:45 AM	Acquisitions procedures, (fugitive documents, reprints, etc.)
9:45 - 10:00 AM	Selection updates, DDIS products, inquiry forms, etc.
9:45 - 10:15 AM	Break
10:15 - 10:30 AM	Micrographics (conversion process, quality control, microfiche claims; etc.)
10:30 - 11:00 AM	Distribution, separates, lighted bins, claims, rainchecks
11:00 - 12:00 PM	Tour of the Library Programs Service
12:00 - 1:15 PM	Lunch
1:15 - 2:15 PM	<u>Monthly Catalog</u> , classification, serials, ACSIS, cataloging, maps, etc.
2:15 - 2:45 PM	Marketing Depository Libraries
2:45 - 3:00 PM	Break
3:00 - 3:45 PM	Inspections/Collection Administration
3:45 - 4:15 PM	Information Exchange
4:15 PM	Conclusion

PRELIMINARY AGENDA

DEPOSITORY LIBRARY COUNCIL TO THE PUBLIC PRINTER

October 16-18, 1985

Hasse Hall, GPO (6th Floor)

WEDNESDAY, OCTOBER 16, 1985

7:45 a.m.	Coffee and Danish Service	Hasse Hall
8:45 a.m.	Welcome and Remarks	Ms. Jennie Cross, Council Chair
9:15 a.m.	Greetings and Remarks	Public Printer Representative
	Observations/Overview	Mr. Donald Fossedal, Superintendent of Documents
	LPS Update	Mr. Mark Scully, Director, LPS
10:30 a.m.	Coffee Break	
10:45 a.m.	Recommendations/Spring 1985 Meeting	Ms. Jennie Cross Mr. Mark Scully
Noon	Lunch	
1:00 p.m.	Committee-of-the-Whole/Open Forum (Council/GPO Issues)	Ms. Diane Smith, Chair-elect
2:45 p.m.	Break	
3:15 p.m.	Questions & Answers/Responses	
5:00 p.m.	Conclusion of Session	

THURSDAY, OCTOBER 17, 1985

7:45 a.m.	Coffee and Danish Service	Hasse Hall
8:30 a.m.	Convene/Announcements	Ms. Jennie Cross
	GPO Marketing Update	Mr. Charles McKeown, Director of Marketing
		Ms. Mary Lee O'Brien, Marketing Library Specialist

THURSDAY, OCTOBER 17, 1985

9:15 a.m.	JCP Update	Mr. Anthony J. Zagami, General Counsel
		Ms. Bernadine E. Hoduski, Professional Staff Member
10:00 a.m.	Optical Disc Publishing	Ms. Tamara Swora, Library of Congress
10:30 a.m.	Coffee Break	
11:00 a.m.	Welcome	Ralph E. Kennickell, Jr. Public Printer
11:05 a.m.	Education Task Force Report	Dr. Patricia Reeling, Rutgers University
Noon	Lunch	
1:00 p.m.	OMB Circular	Mr. Thomas Kleis, JCP Mr. Paul Zurkowski, IIA Mr. Timothy Sprehe, OMB Ms. Toni Bearman, NCLIS
2:45 p.m.	Break	
3:00 p.m.	Committee-of-the-Whole/Open Forum (Council/GPO Issues)	Ms. Jennie Cross
4:30 p.m.	Conclusion of Session	
5:00 p.m.	Work Session (Hayden Room/GPO)	Ms. Jennie Cross

FRIDAY, OCTOBER 18, 1985

7:45 a.m.	Coffee and Danish Service	Hasse Hall
8:30 a.m.	Convene/Announcements	Ms. Jennie Cross
9:00 a.m.	1990 Census Products	Frederick R. Broome, Bureau of the Census
10:00 a.m.	Coffee Break	
10:30 a.m.	Council Recommendations	Ms. Jennie Cross
11:30 a.m.	Open Forum (Site for Spring Meeting)	Ms. Jennie Cross
Noon	Adjournment	

AUTOMATIC/DIRECT MAIL ENHANCEMENT COMPLETED

The enhancement of the Depository Distribution and Information System (DDIS) and the Mail List System was implemented on August 19, 1985. This now completes Selection Update Cycle 1985-#2. As mentioned in Administrative Notes, Vol. 6, No. 10, this automatic transfer of selection information by computer system interface will greatly simplify and improve operations. For the first time, the Library Programs Service (LPS) will have direct control over the Automatic/Direct Mail Program. We can now eliminate the manual process of sending control sheets to another GPO section to have changes entered. LPS now has the ability to enter changes directly into the computer data base and have those changes become effective within a couple of weeks.

Any present or future address change and/or correction should be reported to our office using the inquiry form or the form at the end of this Administrative Note. Just keep in mind that the same address will be used for your regular shipments as well as for your direct mail titles. Claim procedures will remain the same.

SPECIAL NOTICE REGARDING FOREIGN RELATIONS VOLUMES OF
THE U.S. CONGRESSIONAL SERIAL SET WHICH RELATE TO CHINA

Serial 11880, Foreign Relations, China, 1944, which was to have been printed as House Document 119 - 84th Congress, 1st Session, was printed as Volume 6 of Foreign Relations, 1944, Serial 10975.

Serials 11969 to 11971, Foreign Relations, China, 1946, which were to have been printed in three volumes as House Document 452 - 84th Congress, 2d Session, were printed as Volumes 9 and 10 of Foreign Relations, 1946, Serial 11161.

Serial 11972, Foreign Relations, China, 1947, which was to have been printed as House Document 456 - 84th Congress, 2d Session, was printed as Volume 7 of Foreign Relations, 1947, Serial 11248.

Serials 11973 and 11974, Foreign Relations, China, 1945, which were to have been printed in two volumes as House Documents 457 and 458 - 84th Congress, 2d Session, were printed as Volume 7 of Foreign Relations, 1945, Serial 11065.

Therefore, Serial Number 11880 - 84th Congress, 1st Session and Serial Numbers 11969 through 11974, 84th Congress, 2d Session are blank.

Please make these corrections in your copies of the Numerical Lists and Schedule of Volumes for the 84th Congress, 1st Session and 84th Congress, 2d Session.



UNITED
STATES
GOVERNMENT
PRINTING
OFFICE

News Release

For Release: Immediate
July 3, 1985

Contact: Peggy M. Venable
Legislative and Public
Affairs Director
(202) 275-3204

CELEBRATION HONORING 125 YEARS OF SERVICE UNDERWAY AT U.S. GOVERNMENT PRINTING OFFICE

The more than 5,500 employees nationwide of the U.S. Government Printing Office began their celebration of 125 years of service to the Nation on June 23, as the agency reached the date on which its creating legislation had been passed by the 36th Congress.

In recognition of the enactment of that legislation, Senator Charles McC. Mathias, Chairman of the Joint Committee on Printing, paid tribute to GPO and its workforce in a statement read before the U.S. Senate on Monday, June 24, 1985. "Through nearly 125 years of service, through the strains of wartime printing demand, the inherent conflict of labor and management, the never-ending advance of technology, and the change of administrations, the craftsmen and other employees of the Government Printing Office never failed in their mission of providing the printing and binding needs of the Government," Mathias said in part.

"Once an organization of 350 employees generating one-half million dollars worth of business in its first 9 months of operation, the GPO today employs more than 5,500 people nationwide and generates annual revenues of nearly \$1 billion. With 125 years of success as its cornerstone, the Government Printing Office and its dedicated employees look to the future with hope, confidence, and optimism for at least another 125 years of service to the American people and their Government," the Maryland Senator concluded.

Head of the GPO, Public Printer of the United States Ralph E. Kennickell, Jr., is leading employee enthusiasm for the 125th anniversary celebration. Although the legislation calling for its establishment was passed in June 1860, the

Government Printing Office did not officially begin operations until March 4, 1861. "This gives us a wonderful excuse to celebrate from now throughout 1986," Kennickell has told employees. "But more important," the Public Printer explains, "it gives us an opportunity to remind the American people of the fine job being done by a dedicated group of Federal employees."

In addition to its original role as printer to the U.S. Congress, today's GPO meets the information reproduction needs of approximately 135 customer agencies within the executive and judicial branches of Government as well. Since 1895, the agency has served the American public in a direct manner through its Documents Sales Program and its distribution of Federal publications to depository libraries throughout the country.

Along with a formal ceremony next March recognizing the 125th anniversary, employees are looking forward to an Officewide Labor Day picnic and family outing, a display at the Smithsonian, exhibits throughout GPO field facilities and in the Central Office, and numerous other events designed to highlight the anniversary. In addition to such enjoyable activities, employees have added others to their thoughts with the recent start of a community outreach effort designed to serve some of the needs of individuals throughout the Metropolitan Washington area.

GPO employees are eager to note that they serve in one of the largest job printing shops and in one of the greatest volume publication disseminating operations in the world. "With such a wealth of history surrounding them," Public Printer Kennickell notes, "no wonder our employees have so much pride and are so eager to join in this 125th anniversary celebration."



AN-v6-n13-9/85

United States Government Printing Office
Washington, D.C. 20401

FEDERAL DEPOSITORY LIBRARY PROGRAM

SEPTEMBER 4, 1985
11:00 A.M. E.S.T.

!! F L A S H !!

DEPOSITORY LIBRARY PRINT ADS BEING PUBLISHED BY TOP MAGAZINES...

MODERN MATURITY -- CIRCULATION 28,000,000, RATED THIRD
LARGEST MAGAZINE NATIONWIDE, PUBLISHED AN AD IN THE JUNE-
JULY AND AUGUST-SEPTEMBER '85 ISSUES.

GLAMOUR MAGAZINE -- CIRCULATION 2,288,988, FEATURED ONE OF
THE ADS IN ITS JUNE '85 ISSUE.

SCIENTIFIC AMERICAN MAGAZINE -- CIRCULATION 663,375, PROVIDED
SPACE FOR OUR FULL PAGE AD IN ITS AUGUST '85 ISSUE.

FAMILY CIRCLE MAGAZINE IS PLANNING TO FEATURE AN ARTICLE
ABOUT THE FEDERAL DEPOSITORY LIBRARY PROGRAM IN THE
NOVEMBER 5 ISSUE.

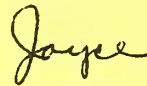
MANY THANKS, TO THE MAGAZINE COMPANIES REPRESENTATIVES FOR THEIR
COOPERATION IN HELPING US LET THE PUBLIC KNOW ABOUT THIS
GOVERNMENT INFORMATION RESOURCE.

CITY OF SCOTTSDALE ARIZONA WILL BE AIRING THE TELEVISION PSAs ON
THEIR CABLE STATION. MR. CRAIG SWENSON, VIDEO PRODUCTION MANAGER,
REQUESTED THE ANNOUNCEMENTS.

NBC-TV NETWORK DONATED \$101,950 WORTH OF AIR TIME FOR THE DEPOSITORY LIBRARY PSAs DURING THE MONTHS OF APRIL, MAY AND JUNE 1985. WE ARE GRATEFUL TO NBC FOR THE CONTINUOUS SUPPORT.

CERTIFICATES OF APPRECIATION HAVE BEEN SENT TO THE BROADCAST MEDIA AS A TOKEN OF THANKS FOR THEIR OVERWHELMING CONTRIBUTIONS.

IF YOU'VE NOTICED AN INCREASED INTEREST IN GOVERNMENT PUBLICATIONS AT YOUR LIBRARY, PLEASE LET ME KNOW. YOU CAN CALL ME ON (202) 275-3634 OR WRITE TO ME AT THE GOVERNMENT PRINTING OFFICE, MARKETING DEPARTMENT, MAIL STOP: SM, WASHINGTON, DC 20401



JOYCE C. TRUMAN
MEDIA PLACEMENT SPECIALIST

LIST OF CLASSES

In response to the expressed needs of the library community, the Library Programs Service will commence distributing two copies of List of Classes to depository libraries, effective with the September, 1985 edition. One copy is for the technical processing area; the second copy can be used in the public service area.

Additional copies are available for purchase through our Sales Service.

United States
Government Printing Office

Office of the
Assistant Public Printer
(Superintendent of Documents)

Joyce Truman, Editor

The GPO Book Mark



BOOK II PAGE III

AUGUST 1985

SALES PRINT AD PUBLISHED...

in TWA Airline magazine...made the Superintendent of Documents' day. On his return flight from Kansas, Mr. Fossedal was looking through the TWA Ambassador inflight magazine and was delightfully surprised when he saw one of the print ads promoting the U.S. Government Books catalog. Many thanks to TWA.

ALIVE AND RUNNING ARE...

the Sales TV PSAs. Catalog requests mentioning sightings of the announcements on television are still coming in from all across the country. There have been several mentions of sightings on cable networks. Some of the cable systems will be airing the spots through January 1986. Be on the lookout and let me know if you see one.

DID YOU KNOW THAT...

in addition to MasterCard and Visa, we now accept Choice credit card for payment of publications?

MAKING NEWS...

WAGA-TV in Atlanta did an extensive story about the Atlanta Bookstore. It was telecast June 11, 1985, during the 6:00 p.m. news. According to Ann Owenby, the manager, several publications were featured. The U.S. Government Books catalog got a big plug, and the location of the store and phone number as well. Ann said, requests for the catalog and phone calls have increased since the airing.

The Boston Herald Newspaper published an excellent article about the Boston Bookstore. The store manager, Roberta Crowley, provided the Central office with a copy of the article which mentioned many of the titles included in her inventory. The store's location, phone number and operating hours were also given.

Great going, Ann and Roberta. Thanks for sharing the news with us.

BOOKSTORES...

New Books Announcement cards should be delivered by the end of August. Shipment will be made directly to the bookstores by the printer.

AND...

the localized bookstore version of the promotional poster featuring the U.S. Government Books catalog is expected to be available around mid-September. The final imprints of the individual bookstores' locations, etc., have been forwarded for printing. A second poster offering the catalog by mail from Washington is already in stock.

GEARING UP FOR...

the Ninth Annual Bookstore Managers' Conference being held in October. We're looking forward to meeting with the managers again in Washington. Bring along your ideas, and maybe you'll have some feed-back about the announcement cards and promotional posters by then.

CONGRATULATIONS TO...

Carol Walker on her new position as Manager of the Birmingham Bookstore. Carol worked in the Pittsburgh store prior to taking on her new responsibilities.

CONGRATULATIONS ARE ALSO IN ORDER...

for Bud Schmidt, Chief of the Bookstore Branch, who was presented with a Service Emblem Award for 20 years Government service, and Edward Stallings, Assistant Manager of the Pentagon Bookstore, who received a 10 year Government Service Emblem Award. Congratulations, Bud and Eddie.

BEST WISHES TO...

Barbara Horton on her recent retirement from Government service. Barbara was the former Assistant Manager of the Seattle Bookstore.

LET'S READ ABOUT IT...

Do you have something you wish to include in the Book Mark Newsletter?
Call me on (202) 275-3634 or send it to me via Marketing Department, Mail Stop MK.



FEDERAL DEPOSITORY LIBRARY PROGRAM

Access = Awareness

Marketing your library

Part Seven

- * THE MULTIPLIER EFFECT is the term used in marketing to describe the act of achieving high visibility for your product by alerting a small group of people to it, and having them, in turn, publicize the product to a larger audience. The effectiveness of our print public service campaign is due in part to this principle. By distributing our ads to 17,700 newspaper and magazine editors, and asking the editors to publicize the Depository Program, we were able to reach millions of their readers with our message.

Earlier this summer, I received a letter from June C. Hawthorne of Michigan Technological University in Houghton, which shows the power of the multiplier effect.

Ms. Mary Lee O'Brien
Marketing Librarian
U. S. Government Printing Office
STOP: MK
Washington, DC 20401

Dear Ms. O'Brien:


I was discussing the GPO marketing program recently with Anne Diamond, our Regional Depository Librarian in Lansing, Michigan. I commented that the Depository Library print public service announcement had been received by our local newspaper, the Daily Mining Gazette (the only daily in Houghton County). The editor responded by printing the news release, and also by sending a reporter, Jim Goffin, to visit our depository library which is a department of the Michigan Technological University Library in Houghton. While Mr. Goffin was visiting our documents collection, he took several informal pictures, including the one which appeared in the March 23rd issue of the Gazette. During the informal visit he found a number of our publications of interest and promised a return visit.

Community response to the article was favorable. We have had an increase in requests, in person and by telephone, for documents and information since the publication of the article.

We are pleased to have this "boost" because service to our community and its area is an important priority; we are glad to have this increased interest from our local newspaper which followed the receipt of your promotional materials.

If we have any further response to GPO publicity, I shall keep you informed.

Sincerely,


June C. Hawthorne
Government Documents and Map Librarian

1. Initial distribution of public service ads to a core group (editors).
2. Personal follow-up of the Depository story by a reporter.
3. Photo and second article appears in the paper.
4. Goal achieved: greater public awareness and use of the Depository collection.

- * THANK YOU to all of you who responded to my inquiry on the media show for Depository Librarians to present within their communities. Thus far your responses indicate video tapes and slide/tapes as the most popular formats for this project. Videos are portable and readily available, while slide/tape presentations have the advantage of being very easy to update. The survey results are still coming in, and I'll keep you informed on the progress of this venture.
- * BUMPER STICKERS are another promotional item several Depository Librarians have suggested we produce. The idea of having a 'mobile message' on the cars, trucks, and vans of Depository Librarians all across the country sounds very promising. The greatest challenge is to create a brief, catchy message that explains our program and motivates the reader to action. We have only 18 inches or so to say it all.

Gathering together the creative minds of the Marketing Department, we developed 15-20 bumper sticker ideas, then narrowed it to the six listed below. Before we select a winner, we'd like to hear your opinion of them. Which do you prefer? Do you have a winning slogan of your own? We'd love to hear it. Please send in your response by the end of October.

The nominees are:

- ___ ASK ME ABOUT DEPOSITORY LIBRARIES.
- ___ DEPOSITORY LIBRARIES - YOUR FEDERAL INFORMATION BANK.
Ask me about them.
- ___ DEPOSITORY LIBRARIES = ACCESS TO GOVERNMENT INFORMATION.
Ask me about them.
- ___ FOLLOW ME TO A DEPOSITORY LIBRARY.
- ___ DEPOSITORY LIBRARIES - YOUR SOURCE FOR GOVERNMENT INFORMATION.
Contact your local library.
- ___ OFFICIAL GOVERNMENT INFORMATION.
YOURS TO READ AT DEPOSITORY LIBRARIES. Ask me about them.
- ___ YOUR IDEAS: _____

Please send your responses to me at the following address:

Marketing Dept., Stop: MK
US Government Printing Office
Washington, DC 20401

- Mary Lee O'Brien

DEPOSITORY CHANGE OF ADDRESS AND TELEPHONE INFORMATION

LIBRARY # _____

OLD INFORMATION

LIBRARY NAME: _____

ADDRESS: _____

CITY: _____
STATE: _____
ZIP CODE: _____
TELEPHONE #: (/ /) / / / - / / / /

NEW INFORMATION

LIBRARY NAME: _____

 ADDRESS: _____

 CITY: _____
 STATE: _____
 ZIP CODE: _____
 TELEPHONE #: (/ /) / / / - / / / / /

fold

U.S. Government Printing Office
Library Programs Service (SLLA)
Change of Address - Rm C-617
Washington, D.C. 20401

fold